



# Stocknotes

Commerce Club Publication for the College of Business

Summer 2010

## College of Business Earns Accreditation Extension

The College of Business has received a formal six-year accreditation extension from the Association to Advance Collegiate Schools of Business-International (AACSB), the premier accrediting agency of collegiate business schools worldwide. The College of Business has been continuously accredited since 1967.

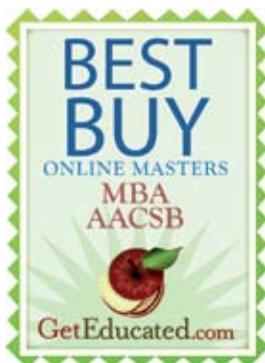
Dr. Frederick Niswander, dean of the College of Business, said, "We have accomplished some amazing, important, and long-lasting things as a team during the last five or six years – especially our efforts related to the new Leadership and Professional Development curriculum, establishment of the Center for Student Success, and continuous improvement of our high quality online programs. This accreditation extension is externally validated evidence that our efforts can – and do – make a positive difference in our students, our college, our university, our community, and our world."

As part of the re-accreditation process, the College of Business prepared a 100-page document that details accomplishments over the past five years, including governance processes, student learning outcomes, innovative activities, as well as information about faculty and programs. In addition, an AACSB Peer Review Team visited ECU from Feb. 14-16. The accreditation extension was formally announced in early April.

To maintain AACSB accreditation, a business program must undergo a rigorous review every five years, during which the program must demonstrate its continued commitment to standards relating to faculty qualification, strategic management of resources, interactions of faculty and students, commitment to continuous improvement, and achievement of learning goals in degree programs.

Less than five percent of business schools worldwide have earned AACSB accreditation. The College of Business at ECU is one of only two institutions in North Carolina – and only 120 institutions worldwide – that have been continuously accredited since 1967 or before.

## MBA Program Receives Top Marks for Online Education Value



The College of Business has again earned national recognition for its online MBA program. GetEducated.com, a consumer group that rates online colleges in the U.S. for cost, quality, and credibility, ranks ECU as the number three most affordable online AACSB-accredited MBA program in its latest national survey, released April 21, 2010.

According to GetEducated.com, earning an MBA at ECU costs approximately \$9,000 for an in-state student. The average cost of a program accredited by the AACSB is \$32,926. The most expensive AACSB-accredited distance MBA costs about \$119,000.

Vicky Phillips, founder and chief education analyst at GetEducated.com, said, "East Carolina University offers North Carolina residents a chance at a high-quality graduate degree through distance learning for about one-quarter the cost of the national average. That's an amazing value."

Phillips continued, "The number one concern shared by online students is cost. Credibility, however, remains an almost indistinguishable second. Students are not willing to sacrifice one for the other; they want affordable, high-quality education that enjoys the respect of employers and community leaders where they live and work. ECU is an excellent example of a public university that is meeting its mission to help prepare business leaders for tomorrow's global interconnected economy by teaching virtual communication."

EARNED EXCELLENCE



THE BEST BUSINESS SCHOOLS  
IN THE WORLD



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# College of Business *notes*

*cont. from MBA Program Receives Top Marks for Online Education Value*

tion and teamwork as an integral part of a contemporary business curriculum.”

Dr. Frederick Niswander, dean of the College of Business, said, “Our high quality, flexible online MBA program has offered tremendous value since we first began offering distance education courses more than 10 years ago. It is identical to our campus-based program in terms of admission standards, course work, and faculty. As an AACSB-accredited business school for more than 40 continuous years, we are increasingly recognized as a national leader in online education. Every day we continue to build on our strong value-proposition here at ECU.”

The online university rankings are based on a national survey of 69 AACSB-accredited business schools that offer 133 MBAs using distance learning technology. Surveys are undertaken every two years. ECU’s online MBA program has been named a Top Ranked Best Buy for the last three ranking periods.

## College of Business Helps Launch Groundbreaking Climate Change Course

The College of Business – in partnership with the Department of Geography, ECU’s Global Academic Initiatives, and the U.S. Department of State – has helped launch a pilot course on climate change with students participating across the globe.

The first-of-its-kind course, called GEOG 3203 at ECU, fosters a cross-cultural understanding of global climate change. Using web conferencing technology such as Centra, class sessions are co-taught simultaneously through ECU and partner universities in three other countries – Shandong University in China, Faculdade de Jaguariúna in Brazil, and the University of Jammu in India. All participating countries are major players in the climate change debate.

The 15-week course explores multiple topics, including the impacts of climate change, mitigation technologies and policy, and world responsibilities for both developing and developed nations. A prominent speaker typically introduces each subject, followed by a round-table discussion with experts from each country. One of the first presentations was delivered by President Obama’s top science advisor, John P. Holdren, on “Science and the Impact of Climate Change.”

Using videoconferencing technology, all 64 students also work together in smaller cross-cultural teams to develop original solutions for an issue involving global climate change.

In the first weeks of the course, Dr. Andrew Herdman, assistant professor of management, helped students from all four countries learn to work effectively in teams, including how to make decisions and come to a consensus.

Using the College of Business’ newly adopted DECIDE decision making model, Herdman taught students a common framework to solve problems: Define the problem, Establish criteria for making the decision, Collect and analyze data, Identify and evaluate solutions, Defend and implement the chosen option, and Evaluate, review, and revise.

“With a multinational course, it was important to help students learn to cooperate and negotiate in a global sense,” Herdman said. “Student interactivity can be challenging to begin with, so building teams across national boundaries required special attention. The DECIDE model was critical in providing a common framework to guide their discussions and build consensus.”

Austin Bunch, ECU associate provost, hailed the course as a “feather in the cap” for the university.



**Students at ECU listen to a speaker as part of the Global Climate Course.**

“With the global attention to climate change, this course offered by the Department of Geography and the complementary activities that are planned worldwide bring attention to ECU’s leadership in the use of technology, in building global partnerships, as well as increasing our students’ awareness of their parts in being global citizens,” Bunch said in an ECU news release. “It is a significant example of our quality in teaching and learning.”

The State Department chose to team with ECU because of the university’s record in sustaining classroom partnerships among students from multiple countries, said Dr. Rosina Chia, ECU assistant vice chancellor for global academic initiatives. In 2004, Chia and Dr. Elmer Poe, associate vice chancellor for academic outreach, started a Global Understanding course that continues to bring together students around the world via videoconferencing.

In the fall, the State Department will be reaching out to a worldwide community interested in discussing global climate change – potentially tens of thousands of people, Poe said. “The hope is that the course will simply stimulate an ongoing discussion about climate change within a broad community around the world.”

North Carolina-based sponsors for the pilot course include Greenville Utilities Commission, ElectriCities, and North Carolina’s Eastern Region, the economic development agency for the area’s 13 counties.



## International Business Concentration Yields Big Opportunities



Charles Sigmon (MGMT 2001)

Charles Sigmon (MGMT 2001) has come a long way from his hometown of Newton, N.C., located near Hickory.

He initially planned to study music while a student at ECU; however, after thinking about his future career options, Sigmon decided he needed a more stable income than a musician's paycheck – and he thought a business education coupled with a global focus would strike the right chord.

Sigmon graduated in 2001 from the College of Business' International Business concentration, which had just been launched. Today he lives in Kuala Lumpur, Malaysia, where he works for the German-based company ecenta AG – responsible for delivering IT projects in the Asia Pacific region as well as running the global project management function for the company.

“I think the International Business program is a very important one,” Sigmon said. “No country or big business survives without a global focus. Someone has to facilitate that focus, and getting the International Business degree is a step in the right direction.”

The College of Business first developed its International Business program in the mid 1990s, with the first students graduating in 1999. To design the program, a team of international faculty representing each College of Business department studied International Business programs throughout the nation, and together the committee compiled a comprehensive program unlike any other.

“We arguably have the best undergraduate International Business program in the country,” said Dr. Tope A. Bello, a professor in the Department of Management who has also served as an advisor to students in the program since its inception. “Our majors are required to complete tasks that are atypical of other programs at the undergraduate level, and these tasks make our students stronger in the multinational marketplace.”

Bello said, for example, business students admitted into the International Business concentration must study abroad at least one full semester in a nation where English is not the native tongue. There is also a foreign language requirement, and students must take nine semester hours of courses in a world region (Africa/Middle East, Asia, Europe, or Latin America) consistent with their chosen foreign language. Before graduation, students must also pass a foreign language competency exam with speaking, reading, writing, and listening components. Finally, International Business students must take all 4000-level international courses offered in the College of Business.

The end result, Bello said, is a well-rounded, skilled leader who is globally competitive in the workforce, whether at home or abroad. Graduates are also familiar with the global business environment from multiple functional perspectives, and therefore qualify for employment in various fields of business. College of Business graduates, for example, are employed in both for-profit and non-profit sectors, including pharmaceuticals, information systems, logistics, and the federal government.

Sigmon is a good example of what International Business students are capable of achieving, but he encourages students to be realistic when evaluating the program.

“International Business doesn't mean sitting on the beach in Bali, and the chances that a student will graduate and immediately secure a position in an international setting are very, very small,” Sigmon said. “International Business has to be a long-term personal strategy that you work toward. It took me nine years to be able to move abroad, after proving myself locally.”

Sigmon said he enjoys other aspects of living abroad, including the tropical climate, traveling, and eating exotic food. He plans to stay in Asia for the foreseeable future, especially since his wife Daza is a local citizen of Malaysia. Together they have two children – a two-year-old son, Zackery, and a baby girl, Zara, born this past April.

“Working and living internationally requires sacrifice, patience, open-mindedness, and a lot of flexibility. In the end, however, it's very rewarding to find myself presenting to a room full of multinational businessmen and women, closing deals, and building relationships. No doubt, ECU opened that door for me.”

*For more information about the International Business program, please contact Dr. Tope Bello at [bellot@ecu.edu](mailto:bellot@ecu.edu). Charles Sigmon can be reached at [charles.sigmon@ecenta.com](mailto:charles.sigmon@ecenta.com).*

# College of Business *notes*

## Marketing Executive Speaks at ECU



Jamie Foehl with McKinney Advertising Agency

Jamie Foehl, an account supervisor at Durham, N.C.-based McKinney Advertising Agency, visited the College of Business from Feb. 25-26. During her time at ECU, she spoke to marketing students about the advertising process as well as issues affecting the advertising industry.

Foehl's visit was sponsored by the Advertising Educational Foundation and its Inside Advertising Speakers Program. The program, currently in its 25th year, brings high-level advertising professionals to select colleges and universities nationwide. Dr. Tracy Tuten in the Department of Marketing & Supply Chain Management submitted an application on ECU's behalf to participate in the speaker program, and ECU was selected after a competitive process.

Foehl explained, "It was a talk from an industry professional at my college that inspired me and got me started in the business. So, I was happy to participate in the Advertising Speakers Program and advise ECU students considering a career in advertising."

While on campus, she spoke to an Advertising and Promotion class as well as ECU's chapter of the American Marketing Association. Students said they enjoyed a "behind the scenes look" at advertising, including Foehl's discussion of day-to-day work required to make advertising happen.

"Bringing an advertising executive out of the boardroom and into the classroom was especially helpful to our students," Tuten said. "My marketing students are beginning to prepare a campaign for a real world client – creating a full advertising plan with a budget, creative brief, mock-ups, and concepting. Insight from a real-world marketing executive – who has managed clients such as Nationwide Insurance and Sony – opened their eyes to everything involved in a successful marketing campaign."

Foehl added, "I probably pay more attention to commercials than shows when I'm watching TV. After hearing some of my stories about what goes into it, perhaps students will start to do the same."

The Advertising Educational Foundation was created in 1983 as a non-profit, operating foundation. It is supported by ad agencies, advertisers, and media companies. It serves as the advertising industry's provider and distributor of educational content to enrich the understanding of advertising and its role in culture, society and the economy.

## Homecoming Social Planned for Oct. 23

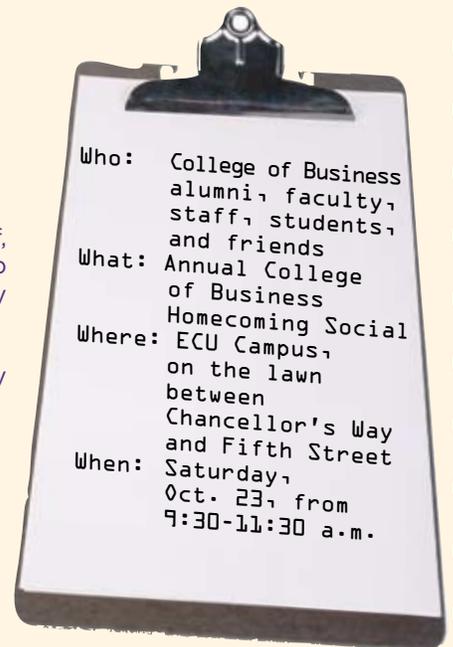
Join us for the annual College of Business Homecoming Social!

The College of Business will host a Homecoming Social for alumni, faculty, staff, students, and friends during the Homecoming Parade on Saturday, Oct. 23. Stop by with your family for coffee, continental breakfast, Pirate hospitality – and enjoy the Homecoming Parade!

The College of Business tent will be located on the lawn between Chancellor's Way and Fifth Street (across from the intersection of Fifth St. and Student Street).

The event is free and is scheduled for 9:30-11:30 a.m. No RSVP is necessary. For more information, contact Anne Fisher at fishera@ecu.edu or 252-328-6377.

*We hope to see you there!*





## College of Business Faculty Recognized for Excellence

Faculty members throughout East Carolina University were honored with teaching awards and other accolades during a special Founders Day ceremony on April 27. The College of Business enjoyed strong representation across various categories, both in nominations and awards.

### Board of Governors Award for Excellence in Teaching

Dr. Kenneth MacLeod (MSCM) and Dr. John Reisch (ACCT) were among eight faculty members nominated for the Board of Governors Award for Excellence in Teaching. Each UNC System university presents one of these awards annually to underscore the importance of teaching and to encourage, identify, recognize, reward, and support good teaching.

### Board of Governors Distinguished Professor for Teaching Awards

ECU awarded Dr. Shanan Gibson (MGMT) one of six Board of Governors Distinguished Professor for Teaching Awards. Each UNC System university presents six of these awards annually to recognize and support excellent teaching. Dr. Brett Cotten (FINA) was also a nominee for the award.

### Robert L. Jones Award for Outstanding Teaching

The Robert L. Jones Award for Outstanding Teaching – one of three teaching awards supported by university alumni contributions – was awarded to Dr. Michael Harris (MGMT). There were 23 nominees and 10 finalists for the Robert L. Jones Award for Outstanding Teaching, as well as two ECU Alumni Association Awards. All College of Business faculty nominees – Dr. Brett Cotten (FINA), Dr. John Kros (MSCM), and Dr. Ravi Paul (MIS) – were also finalists.

### Max Ray Joyner Award for Faculty Service through Continuing Education

Dr. Scott Dellana (MSCM) was honored with the Max Ray Joyner Award for Faculty Service through Continuing Education. This annual award is funded by an endowment from Max Ray Joyner, a former chairman of the ECU Board of Trustees and longtime supporter of the university. The award honors an outstanding faculty member who has shown commitment and enthusiasm in teaching and mentoring off-campus students – and also demonstrates excellence in the delivery of courses offered through distance education. Fully half of the 12 nominees for this award were College of Business faculty, including Dr. Brett Cotten (FINA), Dr. Jim Kohlmeyer (ACCT), Dr. John Kros (MSCM), Dr. Ken MacLeod (MSCM), and Dr. Ravi Paul (MIS). MacLeod and Paul were among the finalists.

### ECU Scholar-Teacher Awards for 2009-2010

ECU honored Dr. John Kros (MSCM) with one of 10 ECU Scholar-Teacher Awards for 2009-2010. The award, one of the most prestigious offered at ECU, recognizes faculty members who effectively integrate research/creative activity in classroom.

### Servire Society

Finally, ECU inducted seven College of Business faculty and staff members into the 2010 Servire Society, an organization that honors those who have demonstrated a commitment to volunteer service by contributing at least 100 hours to the community in the previous year. College of Business recipients included:

- Robin Armstrong (second year), former Assistant Director for Graduate Programs
- Dr. Cal Christian (second year), Associate Professor, Department of Accounting
- Nancy Ray (third year), Teaching Instructor, Department of Finance
- Paul Russell (first year), Assistant Director for Graduate Programs
- Tina Williams (third year), Director for Graduate Programs
- Tiffany Woodward (first year), Teaching Instructor, Department of Management
- Dr. Beverly Wright (second year), Assistant Professor, Department of Marketing & Supply Chain Management

Dr. Frederick Niswander, dean of the College of Business, said, “We have a lot a great faculty in the College of Business and, clearly, our faculty stood out at the Founders Day ceremony – where we enjoyed a record number of awardees and nominees. Congratulations to all.”



(Left to right) Faculty members Dr. John Kros, Dr. Shanan Gibson, Dr. Scott Dellana, and Dr. Michael Harris won teaching awards presented on April 27. Photo courtesy of Jim Westmoreland.

## Research Couple Takes College of Business to a New Level

As accomplished MIS instructors and research partners, Huigang Liang and Yajiong “Lucky” Xue make a good team. Together, the duo has published more than 40 articles in scholarly journals, book chapters, and international conferences – and they were recently ranked among the top 10 researchers in their field of information systems (IS), based on the number of publications in two top journals, *MIS Quarterly* and *Information Systems Research*, over the past three years. Based on the same criterion, the College of Business currently ranks 38th in the world for IS research, thanks in large part to Liang and Xue’s work.

Liang and Xue are also strong partners outside the College of Business – as husband and wife. The couple moved to Greenville several years ago to teach and conduct research in the College of Business’ Department of MIS.

Liang and Xue’s research centers on a common theme: the interaction between IT and individuals, organizations, and society with a particular focus on healthcare informatics.

“At the individual level, we study how IT can be applied to influence health behaviors, how e-commerce uncertainties can be mitigated to encourage online shopping, and how individuals’ IT threat avoidance behavior can be understood to enhance computer security. At the organizational level, we are interested in how companies assimilate information systems into their business processes and the relationships among IT governance, strategy, and firm performance,” they said.

Originally from Jiangsu, China, Xue, began teaching in the College of Business nearly two years ago. Liang, who is from Hebei, China, has taught at ECU for one year. The two met at China Pharmaceutical University, a prominent university in Nanjing, China, where they were both completing their undergraduate education. In 1998, Liang came to the U.S. to study Healthcare Information Systems at Auburn University. Xue joined him at Auburn in 2000.

“During our PhD studies, we found many common research interests, and so we started to collaborate,” Liang explained. “While both of us have the complete set of skills to conduct top-notch research, our research mentalities are complementary. Lucky is a good starter, and I am good at closing the deal. Lucky is good at moving things forward, and I’m good at ensuring high quality at each step taken. Lucky is eager to get a project done, and I am vigilant to eliminate all possible flaws when executing the project.”

They say being a “research couple” has its upsides and downsides (mostly upsides).

“On one hand, we are both fortunate to have someone to discuss our various research interests with and understand what’s being discussed,” Xue said. “On the other hand, discussions can get tense, because most of our debates involve research – such as how to position a paper, what theories should be used, what variables should be kept in the research model, and so forth.”

Liang and Xue say they both love the atmosphere at ECU, calling it “a harmonious blend of teaching, research, and service.”

“Faculty members here continuously strive to improve their teaching. They focus on conducting high quality research while performing different kinds of internal or external services,” Liang observed. “In addition, the leadership emphasis here creates an excellent environment that allows each faculty member to display his or her unique talents.”

Liang and Xue both agree that ECU makes them feel like family members at the department, college, university, and city level. “ECU’s atmosphere helps us balance work and family life – which is especially important since we have a young daughter,” Xue said. “We can work hard while enjoying our family at the same time.”

In the future, there’s no slowing down for the research couple – and they say they’re constantly looking for new ground to break. Their current research focuses on two dimensions: the international dimension, cooperating with researchers in Asia, Europe, Africa, and South America, and the healthcare dimension, studying a variety of topics such as patient medication compliance, electric medical record adoption, telemedicine diffusion, patient online health information seeking, and the use of virtual worlds for healthcare. They plan to look for external funding to support their research from state, national, and international agencies.

They also plan to improve the research capabilities within their department at ECU, as well as the entire College of Business.

“There are many good researchers in our department and college, and they each have their own expertise. We plan to cooperate with them on various projects to improve our college’s research level – and hopefully apply a lot of the findings to our teaching,” Liang said.

“As we investigate these theories and concepts, we ultimately strive to present these ideas to students in a way so they can integrate the information into their own life experience, which is what teaching is all about.”



Lucky Xue and Huigang Liang with daughter Linda



## Faculty Members Honored with Summer Research Grants

Seven College of Business faculty members have been selected to participate in the 2010 Summer Research Stipend program after a competitive selection process.

The Summer Research Stipend program, which has been in place for more than 20 years, provides additional support for the research efforts of the College of Business faculty.

The selected faculty members for 2010 are:

- **Dr. Joshua Aaron (MGMT)**  
“Team Norming: The Effects of a Team Charter on Team Behaviors”
- **Dr. Haozhe Chen (MSCM)**  
“Supply Chain Risks: Influencing Factors and Coping Strategies”
- **Dr. Lee Grubb (MGMT)**  
“Lighten Up a Little: The Imposter Phenomenon and Faculty Assessments”
- **Dr. Michael Harris (MGMT)**  
“Examining the Entrepreneurial Temperament, Techniques, and Performance of Small Business Owners”
- **Dr. Jason Oliver (MSCM)**  
“Can I Save the Planet While I’m on Vacation? Understanding Consumer Decision-Making Regarding Green Service Providers”
- **Dr. Melita Prati (MGMT)**  
“Emotional Labor Strategies: A Comparison of Younger and Older Service Workers”
- **Dr. Yajiong “Lucky” Xue (MIS)**  
“Understanding Physician Adoption of Telemedicine in Sub-Saharan Africa”

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## On the Run with Professional Programs

If you want to run into Anne Fisher outside the College of Business Office of Professional Programs, you’d better grab a bike and tie on a pair of sneakers. An avid triathlete, she is far from slowing down anytime soon.

Anne Fisher – formerly Anne Bogey – has served as director for the College’s Office of Professional Programs for 12 years. She also teaches a finance course to undergraduates at ECU. A true Pirate, Fisher earned her MBA in 1997 and her BSA in 1986 – both from East Carolina.

Fisher says she swam competitively growing up in Kinston, and she first became interested in triathlons after teaming with her brother in Chicago to complete a relay race in 1990 – she swam, her brother ran, and her sister-in-law biked. After that, Fisher was hooked. She bought a bike and completed her first solo triathlon in 1994.

Since then, Fisher has been on the go – now with more than 75 triathlons and several awards under her belt. In 2000, she was named Honorable Mention All-American by USA Triathlon for 35- to 39-year-old women. She also finished third place overall for women in the North Carolina Triathlon Series in 2000.

Fisher has completed different types of triathlons including sprints, Olympic distance races, half ironman distance races, as well as shorter running races throughout the past 16 years.

“I love running!” Fisher said. “I enjoy the sense of accomplishment, self-discipline, wonderful people, and good social outlet it provides.” In fact, Fisher met her husband, Frank, through triathlons, and the two continue to train together since tying the knot earlier this year.

“There’s a great group of people to train with here in Greenville,” she explained. “We formed ‘The Tricredibles’ triathlon team several years back, and we train together, go to races, and socialize. I have also met wonderful people from across the state.”

During her “serious” training season, Fisher says she swims three to four times per week, runs four to five times per week, and cycles three to four times per week. This past fall, Fisher’s 17-year-old daughter Kristen completed a triathlon as her high school senior project.

“I really enjoyed training with my daughter and sharing my love and knowledge of the sport,” Fisher said. “She has already signed up for another triathlon and plans to continue competing in the future.”



Anne Fisher



Anne Fisher competes in the Lake Kristi Triathlon in 2008.

# Alumni notes

## 2010

**Aubree Brown (MKTG)** is a sales representative for Northwestern Mutual and is living in Raleigh.

**Jennifer Fitzgerald (Gen. Bus.)** joined RE/MAX UNITED – New Homes Services at the K. Hovnanian Homes Marketing Coordinator for the Triangle area.

**Christine Kent (ACCT)** joined Murphy & Bunch CPAs in Greenville as a staff accountant.

## 2009

**Heather Driver (MBA, Hosp. Mgmt '01)** is Area Sales Manager for Summit Hospitality Group in Raleigh. She and her husband Steven live in Middlesex.

**Autumn Hektor (ACCT & FINA)** has been employed in Greenville as office manager at Southridge Learning Center, a psycho-educational testing and one-on-one tutoring facility for children and adults, since August 2009.

**Andrew Hummel (MBA)** has joined PSS World Medical as a Medical Sales Consultant for the Gulf South Medical Division. He specializes in working with Long Term Care and Home Healthcare Centers and focuses on providing them with business solutions that offer a total cost reduction. He and wife Amanda live in Raleigh.



**Scott Poag (MBA, FINA '07)** has been named Existing Industries Coordinator for the Pitt County Development Commission. He is responsible for developing and implementing a program of services for existing industries to encourage retention and expansion.

**Casey Richardson (MKTG)** was recently hired by The Martin Agency in Richmond, Va.

Scott Poag

## 2008

**Ashley Lauren Dail (MBA, MKTG '06)** wed **Jeremy Ray Landvater (MBA '08)** on January 3, 2009 in Greenville. She works for the U.S. Air Force, and he is a lieutenant, junior grade, Medical Services Corps, in the U.S. Air Force in San Antonio, Tex.

**Andrew H. Griffin (FINA)** is currently working at IBM in Research Triangle Park as an accountant. He was recently awarded the distinction of Honorary Colonel for the Commonwealth of Kentucky commissioned by Governor Steven L. Beshear. He also recently received the 2009 Southern Order of Honor Scholarship from Tau Kappa Epsilon Fraternity.

**Kenneth A. Weston (MGMT, Education '09)** wed **Brenna Leigh Evans (ECU '08)** on Nov. 21 in Winterville. He is currently employed by Pitt County Schools at D.H. Conley High School.

## 2007

**Reid Butler (FINA)** is a Financial Services Representative for First Citizens Bank in Raleigh.

## 2006

**Mohammed Amleh (DSCI)** manages Hardware City Tavern in New Britain, Conn., which is owned by his ECU roommate, Basil Jawad (ECU '06).

**Ron Chance Jr. (MBA, CMGT '04)** is Quality Assurance CWI for the Roberts Company in Winterville.

**Wes Collins (MBA, FINA '04)** has moved to Raleigh and accepted a position as an Education Associate in the Professional Services division at CAPTRUST.

**William D. Edgar Jr. (MBA)** was promoted to Senior Vice President and Chief Credit Officer of First Carolina State Bank in Rocky Mount.

**Jonathan A. Lowery (DSCI)** is Business and Technology Applications Analyst at The University of North Carolina at Pembroke in Lumberton.

**Shawn Phillips (MBA, EXSS '03)** is a New Business Representative for PSNC Energy in Durham. He and wife Jennifer live in Wake Forest.

**Hannah Swicegood Proctor (FINA and continuing in MBA program)** was recently named Lending Project Manager in the Loan Operations Commercial Risk Division of BB&T. She resides in Winston-Salem with her husband Eric, who also works for BB&T.

## 2005

**Heath Layton Courtright (MBA, FINA '03)** wed **Gail Marie Evan (ECU '04)** on September 26 in Erie, Pennsylvania. He is a financial adviser at RM Stark and Co. in Charlotte, where the couple resides.

**Casey Cronin (FINA, MBA '09)** married **Melissa Ann Lee** on Feb. 6 in Charlotte. He is a consultant with Sungard in Charlotte, where the couple live.



Casey Cronin and wife Melissa

**Courtney Erica Ray (FINA)** wed **Jordan Garrett Stewart (ECU '06)** on Aug. 8 at Tabor City Baptist Church. She is a mortgage originator at Cape Fear Farm Credit, and he has a law degree from Florida Coastal School of Law. They live in Stedman.

**Russell C. Wicker (MKTG)** wed **Kathryn Bedsole (ECU '06)** on April 17 in Greenville. He is employed by Insight Global, Inc. as an account manager. The couple lives in Charlotte.

**Steven Young (MKTG, EXSS '07)** married **Miriam Jo Abernethy (ECU '05, '07)** in Hickory on April 4. He is Box Office Manager for the Winston-Salem Dash, a minor league baseball team.



## 2004

**Steven Troutman (MBA, DSCI, '00)** was promoted to Risk Consultant 2 at Wells Fargo Bank in Charlotte.

**Anna Battle Wilkinson (MBA)** and **David Chadwick Stinson (MBA)** were married in Sanford on June 20. They live in Leland. She works for BB&T, and he works for PPD.

## 2003

**Myers Chandler (FINA)** recently participated in the Pitt County Medical Society's mini-internship program, where he shadowed Dr. Richard Zeri with the Division of Plastic and Reconstructive Surgery at ECU's Brody School of Medicine. Myers works for First Citizens Bank in Greenville.

**Jamie Leliever (MKTG)** is Business Development Manager in the Durham office of Murgitroyd & Co., a Glasgow, U.K.-headquartered patent and trademark firm. He was president and co-founder of the Raleigh-based digital media production company Medisplay, Inc. in 2004.

**Jennifer Renquist (MGMT)** is a Program Officer and Country Support Team Lead for the Caribbean region and Guyana for the State Department in the Office of the U.S. Global AIDS Coordinator. After graduating from ECU, she completed her MA in International Human Rights Law at the American University in Cairo. She also completed a graduate diploma in Forced Migration and Refugee Studies. While studying in Cairo, she assisted asylum-seekers from many African nations in documenting their refugee status with the United Nations High Commissioner for Refugees.

**Melissa Yvonne Thorne (ACCT)** wed Thomas Earl Owens Jr. on Oct. 2 at the Greenville Country Club. She is employed by ECU.

## 2002

**Christopher J. Frederick (FINA)** and his wife **Jennifer Lynn Stroud Frederick (ECU '05)** welcomed a son, **Owen Ellis**, on July 16.



**The Gupta Family**

**Mousami "Chitra" Gupta (MBA)** lives in Raleigh, where her husband **Nitin Gupta (MD 2002)** is a retina specialist with the Taylor Vitreoretinal Center. They have two young children, **Jai** and **Annika**.

**B.J. Murphy (MGMT)** was sworn in as the mayor of Kinston in December. He is the city's first Republican mayor in more than 100 years, and, at age 29, the youngest. He and wife **Jessica Barwick Murphy (ECU '07)** have a one year-old daughter, **Gracy**.



**B.J. Murphy and family**

**Catherine "Kate" Brooks Tillman (MBA, CGMT '03)** wed **Andre John Brown** in Belhaven on Aug. 8. They live in Raleigh, where she is a Commercial Developer with Commercial Properties, Inc.

## 2001

**Rick Owens (MBA, Computer Science '98)** was named Assistant Vice President of Information Technology at Pitt Community College in Greenville, where he has been since 2006.

**Margaret Greer Underwood (MKTG)** and husband **John** welcomed son **Cooper Greer Underwood** on July 8, 2009.

## 2000

**Leslie Gray Bunch (BSA/MSA)** was promoted to partner at **Jan Murphy CPA**, and **Jan Murphy (ACCT '77)** changed the practice name to **Murphy & Bunch, CPAs PA**.

**Rick Schott (DSCI)** is Senior Software Engineer for **Silkroad Technology Inc.** in **Winston-Salem**. He and wife **Stacey Tribble-Schott** reside in **Clemmons**.



**Ray Teachey and wife Ginger**

**Ray Teachey (MBA)** wed **Ginger Gilbert (ECU '00)** on May 1 in **Cary**. He is an agent with **Farm Bureau Insurance** in **Raleigh**. Ray and Ginger have bought a house and combined "families" (three dogs) in **Apex**.

## 1999

**Ryan Craig Gentel (FINA)** wed **Jillian Hunter Eddins** Sept. 5 in **Raleigh**. He is a trader with **E. Boyd and Associates** in **Raleigh**.

## 1998

**Chip Galusha (MBA)** is Principal Instructor for **Computer Associates, Inc.** in **Wilson**. He and his wife **Michelle** reside in **Farmville**.

**Kelly Smith (MBA)** was named Vice President for Finance at **Bladen Community College** in **Dublin**. She was previously Assistant Director of Finance for **Duke University Auxiliary Service**.

## 1997

**Erin Spillman Grimsley (MKTG)** is Director of Marketing, Business Development, and Gifts for **Heritage Hospital** in **Tarboro**. She and husband **Daniel** reside in **Tarboro**.

**Paul S. Lalljie (MBA)** is Senior Vice President and Chief Financial Officer for **Neustar, Inc.** in **Sterling, Va.** He and wife **Ahita** reside in **Great Falls, Va.**

## 1996

**Laura Butler (Blue) Rayle (DSCI)** recently accepted the position as internal control – IT SOX analyst at **MillerCoors** in **Golden, Colo.** She and husband **Brantley** reside in **Arvada, Colo.**

**Drock Vincent (ACCT)** joined **Heritage Plank Floors** as Chief Financial Officer and Vice President for Sales. He divides his time between **Greenville** and **Charleston, S.C.**, where he focuses on selling flooring to new construction and historical renovation homes. He was previously in the banking industry for 10 years in **Rocky Mount** and **Greenville**.

# Alumni notes

## 1995

**Michael Baker** (ACCT, Ind. Tech '94) joined the Pinehurst office of Wells Fargo Advisors as a financial advisor. He was an accountant with James F. Baker, CPA, in Raeford for 12 years.

**Eric S. Clark** (FINA) was promoted to City Executive of First South Bank's Greenville, N.C. market. He was previously Vice President.

**Robert E. Fleming** (FINA, DSCI '93) is an IT Consultant for Armstrong Enterprises Communications. He's also an entrepreneur and just launched a new online business venture. He and wife Mandy reside in Springfield, Va.

**Wesley M. Measamer** (MBA, ACCT '93) was recently appointed to the board of directors for Flanders Corp, a leading air filtration products manufacturer with headquarters in Washington, N.C. He is President of Wesley M. Measamer CPA, PA, where he has provided full-service accounting services for 15 years to businesses within several industries, including manufacturing and retail.

## 1994

**Peter "Pete" Donahue** (MBA) recently began work as a business counselor with the SBTDC at North Carolina State University, serving businesses of 10-200 employees in a nine-county area. His position was created by Governor Beverly Perdue's Biz Boot initiative to assist small businesses in North Carolina. He and wife Nicole Valvano Donahue reside in Cary.



**Pete Donahue**

**Daniel Paul Powers Jr.** (MBA, FINA '92) married Angelic Catherine McLawhorn on April 17 in Greenville, where the couple resides. He is employed by Southern Bank & Trust as Senior Vice President in the Pitt County Commercial Business unit and was recently named Commercial Banker of the Year at a Southern Bank Awards ceremony in Raleigh.

## 1993

**Jennifer Anderson Martin** (MKTG) is Group Staff Human Resources Manager for Schneider Electric in Raleigh. She recently earned certification as a Senior Professional in Human Resources (SPHR), awarded by the HR Certification Institute. Jennifer has been employed with Schneider Electric for 11 years and resides in Raleigh with husband, Dan Martin (ECU '94), and their two children, Madelyn and Anderson.

## 1992

**Charlie Lee Tingen Jr.** (FINA) was recently appointed to the board of directors for Flanders Corp, a leading air filtration products manufacturer with headquarters in Washington, N.C. Tingen is a Senior Financial Adviser with Bengala and Tingen, a financial advisory practice of Ameriprise Financial Services Inc. Prior to providing 15 years of financial planning to individuals and businesses, he was a loan officer with BB&T Corp

## 1991

**Don Carlos Flowers III** (MGMT) wed Margaret Phillips Eagles on Aug. 29 at the home of the bride's parents. He is Vice President of Principal Construction Company in Greenville.

**John D. Dragonas** (MBA, FINA '85) was promoted to Investment Specialist at MetLife. He was a Financial Services Executive at MetLife.

**Steve Jones** (FINA) was named Chair of the Regional Council of the Food Bank of Central and Eastern North Carolina. He is Executive Vice President of First American Financial Management Co. in Raleigh.



**Steve Jones**

## 1990

**Christopher Bradford** (MGMT) is a project manager for Cain Contracting, Inc. in Columbia, Md.

## 1989

**Anne R. Corey** (FINA) was named Senior Vice President and Chief Credit Officer at Select Bank & Trust in Greenville. Previously, she was Senior Vice President and Senior Credit Risk Manager at First South Bank in Washington, N.C.

**Clara Ann Christensen** (MBA, DSCI '87) is President, Product Management Group for Distributed Solutions, Inc. in Reston, Va. She and husband John reside in Jeffersonton, Va.

## 1986

**Martha Elizabeth West** (DSCI) joined the human resources management team at Prince of Peace Lutheran Church in Burnsville, Minn. She is also pursuing an MA in theology at St. Catherine University.

## 1985

**Martha Hudson Cook** (MKTG) was recently named 2009 REALTOR of the Year for the Neuse River Region Association of REALTORS, located in the New Bern and Havelock area. Martha served as president of the association in 2009. She was also recently presented with the Presidential Service Award for Outstanding Service and Professionalism towards her peers.

**Alexander Foreman II** (FINA) joined Investors Trust Co. in Chapel Hill as Vice President of Sales. He was Senior Regional Director for Voyageur Asset Management.

**William T. Sneed Jr.** (MGMT) is Vice President for Dixon Hughes Wealth Advisors, LLC in Greenville.



## 1983

**Curtis Jay Foltz** (MBA, MKTG '82) has been named head of the Georgia Ports Authority (GPA), where he previously served as Chief Operating Officer. The GPA Board of Directors voted unanimously to promote Foltz as Executive Director effective January 1, 2010.



Curtis J. Foltz

**Tom Robinson** (MGMT) is serving a two-year term as Chair of the Georgia Food Industry Association. He is Vice President and COO of Harveys Supermarkets.

**Laurie Garett Steward** (MGMT) is Human Resources Manager for Spectral Response, LLC in Duluth, Ga. She and husband Darrell reside in Grayson, Ga.

## 1982

**Ben Singleton** (MKTG) is Vice President for Senn Dunn Insurance in Raleigh.

## 1981

**C. Steven Eagle** (ECON) of Savannah, Ga., completed 10 years of service to the United Way Board of the Coastal Empire in 2009. He was the 2006 campaign chair, raising more than \$7.6 million and was board chair in 2009.

## 1979

**Edwin L. Clark Jr.** (MGMT) was elected to the board of directors of Select Bancorp. He is Executive Vice President of WilcoHess.

**David A. Weaver** (ACCT) is Managing Partner and AdviCoach Business Coach for The Weaver Group in the Atlanta area. He and wife Lisa reside in Roswell, Ga.

## 1978

**Paul John Alar's** (MKTG) hedge fund, West Mountain Partners LP, in Atlanta, was named the number one Emerging Manager Fund by InvestHedge magazine. After working at Bear Stearns, Oppenheimer, and Deutsche Banc, he started his fund in 2002.

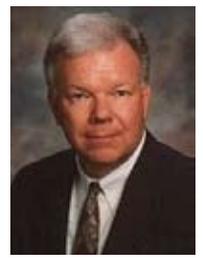
**Rob Jones** (MKTG) was recently named to the East Carolina University Medical and Health Sciences Foundation board. He is President and CEO of the little bank in Greenville and was the chapter honoree at ECU's spring Beta Gamma Sigma induction banquet.

## 1977

**Stephen W. Pardue** (ECON) was named CEO of D'zine Garage, India's oldest digital agency and a leading provider of digital media communication services and offshore digital production solutions. He is based in San Diego, Calif. Previously, he was Senior Vice President with Visual Sciences.

## 1976

**Parker Creech** (BUSA) was honored with the 2009 Annual Hall of Fame award from the Raleigh Regional Association of REALTORS. He is a founding member of the Raleigh Regional Association of Realtors Foundation and on the state level serves as regional vice president of North Carolina Association of Realtors' Homes 4 NC.



Parker Creech

## 1971

**W. Kendall Chalk** (MBA, BSBA '68), and his wife Kay (ECU '76) were featured in the Fall 2009 East Magazine cover story – recognizing their support of the East Carolina Scholars Award, the university's flagship merit scholarship program. The Chalks' scholarship bears the name of Kay's late father, Elmer Haskell, a hard-working retail manager for many years. The award goes to a student each year in the College of Business. The current Haskell scholar is sophomore Jacob Davis of Wilson, where the Chalks lived for many years. Ken, a retired senior executive vice president at BB&T, formerly chaired the ECU Foundation and now serves on the ECU Board of Trustees.



Ken and Kay Chalk with scholarship recipient Jacob Davis.  
Photo courtesy of Cliff Hollis, ECU News Bureau

## 1969

**Joe Tart** (BUSA) was recently named to the East Carolina University Medical and Health Sciences Foundation board. He is an attorney at Joseph L. Tart Attorneys in Dunn and serves on the ECU Board of Visitors. In 2008, he was an Honor Society Inductee for Phi Kappa Phi.

## 1966

**Bruce Biggs** (BUSA) was presented the Outstanding Alumni Award at ECU's Homecoming last October. In Spring 2008, Biggs was also the chapter honoree at the College of Business Beta Gamma Sigma induction banquet. He is the owner and president of Biggs Pontiac Buick Cadillac, GMC Truck in Elizabeth City.



Bruce Biggs

**Keep in touch!**  
Submit your Alumni Note online at  
[www.ecu.edu/cs-bus/memberupdate.cfm](http://www.ecu.edu/cs-bus/memberupdate.cfm)

# Alumni notes

## In Memoriam

### 1950s

**George Vernon Bagley Sr. (BUSA '59)** died December 8 in Williamston. He was 78. He owned Bagley's Equipment Company and other concerns. He was past president of Lambda Chi Alpha fraternity and was a devoted member of the ECU Pirate Club. He is thought to be among the first purple-wig wearing football fans. He was a county commissioner, a member of the county Economic Development Commission, a Jaycee, a Rotarian, and a Shriner. He was a local director of both BB&T and Wachovia.

**Darrell Milton Boyd Sr. (BUSA '58)** of Walnut Cove died September 5. After retiring from the city of Greensboro as Manager of Operations in 1987, he owned and operated Boyd's Home Improvement.

**Hilton E. Boyd (BUSA '50)**, of Greenville, died January 31. A WWII veteran, he retired in 1981 after 30 years with the IRS in Wilmington and Greenville.

**Jerry Allen Short (BUSA '58)** of Yorktown, Va., died October 11. He retired from the Army at Ft. Monroe.

**Robert Stephen Terry (BUSA '57)** of Gulf Breeze, Fla., died August 30. A Navy veteran, he retired in 1993 from a textile management career with Burlington Industries, Olympia Industries, and Monsanto.

### 1960s

**Ralph Franklin Sullivan Jr. (BUSA '69)**, of Garner, died October 7. He owned the Archery Shop in Garner and was a retired construction superintendent.

**Charles Robert Zucal (BUSA '64)**, of Millville, New Jersey, died December 16. He taught accounting and business law at Vineland High School for 43 years, where he also served as chair of the business department and head of the finance department.

### 1970s

**Kevin Cameron (BUSA '79)**, of Sanford, died December 5. He worked with Home Shield Inc. of Raleigh.

**Terry Wayne Cockman (MGMT '77)**, of Carolina Beach, died August 30. He was the Corporate Comptroller of Remington Apparel and CFO/COO of Flow Sciences Inc.

**Barry Dale Gray (BUSA '73)**, of Lexington died February 15. He worked at Lowes Home Improvement. His hobby was raising Black Angus cattle.

### 1980s

**Jon Kenneth Carpenter (MKTG '83)**, of Concord, died September 5. With CRTS in Statesville, he was a sales representative for western North Carolina.

**William "Riley" Gray (FINA '81)**, of New Bern, died February 16. He was a CPA and Vice President of Fiscal Services at Carteret General Hospital.

**Maria Taylor Zincone, 69, died May 21, 2010**, after a courageous twelve-year battle with cancer. She will be missed by her husband, L.H. (Buddy) Zincone, Jr., who served as Associate Dean for Academic Programs in the College of Business from 1989 until his retirement in 2005.

Maria was born in Richmond, Va., and graduated from the Medical College of Virginia School of Physical Therapy in 1963. She and her husband moved to Greenville in 1966. In addition to being a devoted wife and mother, Maria practiced physical therapy from 1963 to 1995. She was the second physical therapist to practice in Pitt County and was the first home health PT to practice in Pitt, Beaufort, and Hyde Counties, N.C. In addition, she served for several years as Clinical Assistant Professor of Physical Therapy at the ECU School of Allied Health Professions.

She was a talented singer and musician and enjoyed many jam sessions with family and friends. She was an avid nature lover, especially interested in bluebirds. She also liked playing bridge and was an expert seamstress and hostess.



# Letter from the President

An absolutely amazing thing happened to me on Monday, March 1. May I share it with you?

First, a little background...

In November of 2008 I wrote a book called *Being a Sharefish in a Selfish World*. It is novel about a journey of a young man who finds out why he was created in the first place. In January of 2009, some buddies and I were on our annual mission trip to Honduras when a few of us began to discuss how cool it would be to partner with this particular village we had become so fond of so we could really make a difference. We began to discuss the options for accomplishing this. About this time, one of my friends came walking up and handed me a book. He said, "Oie, when I read this I thought of you." It was Greg Mortenson's book, *Three Cups of Tea*.

If you haven't read it, suffice it to say it was exactly the story I needed to hear to give me the juice to start this partnership in Honduras. (If you have read it, you just said to yourself "Wow. What great timing for that book!")

The result? A year later, in January of 2010 we sponsored 71 children in the remote village of El Carrizo, Honduras, allowing them to attend school instead of spending their days begging in the streets or picking remnants in the sugar cane fields and allowing their families to enjoy at least one healthy meal a day. We established Sharefish.org as a 501(c)3 non-profit organization dedicated to improving the lives of those around us.

I made a promise to myself that if I ever got the opportunity to meet Greg Mortenson, I was going to shake his hand and thank him for giving us the lift we needed to establish Sharefish.org. Thanks to our wonderful College of Business at ECU, I got that opportunity on March 1. After listening to Greg speak to an enthusiastic crowd in Minges Coliseum about how important education is to us all, I was fortunate to be invited to attend a reception for him in the Murphy Center.

When he walked in to the room at the reception, my heart raced. My hero! Could this possibly be happening? I tried to remain calm as I approached him. He reached out his hand, looked me in the eyes, and said "Hi, I'm Greg." I almost laughed out loud. I introduced myself, told him my story, and thanked him. He signed a copy of his new book for me. I then offered him two copies of my book, one for him and one for his wife, Tara. I almost fell over when he asked me if I would sign them for him!

He then began asking me questions about Sharefish.org, our plans to offer education opportunities in Honduras, and gave me wonderful encouragement for our efforts. It was fifteen minutes I will treasure forever.

You know what was the most incredible thing about it? Yes, he has done some amazing things in Pakistan and Afghanistan. Yes, he was nominated for the Nobel Peace Prize this year (and should have gotten it, in my opinion). But...he is just an ordinary person. An ordinary person who is doing extraordinary things. A person whose determination gives him the fortitude to fight through the disappointments, the courage to face the obstacles before him, the humility to be grateful for his accomplishments, and the faith to keep his eyes on his dream.

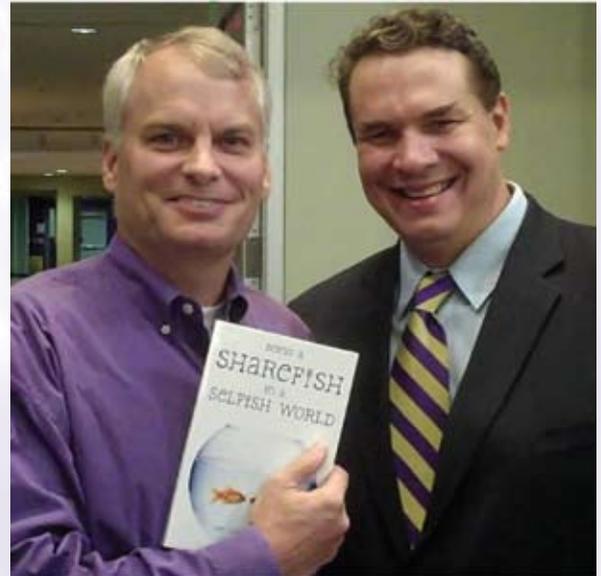
On my last trip home from Honduras this past February, I picked up the airline magazine in the seat pocket and randomly opened it. On the page before me was an article with a text box highlighting a quote from that article. The quote read "The two most important days in a person's life are the day they are born and the day they find out why they were born."

Thank you, Greg Mortenson, for giving us all reasons to search for why we were born. And thank you, my East Carolina family, for allowing me to make good on a promise I made to myself.

Keep the Faith!

*Oie*

Oie Osterkamp (MBA 1988)  
President, ECU Commerce Club



Oie Osterkamp, President of the ECU Commerce Club (left), with Greg Mortenson.

# Alumni notes

## Alumni Highlight: Carlester T. Crumpler (FINA 1993, MBA 2004)

While growing up in Greenville, Carlester T. Crumpler had aspirations to march in the marching band, play basketball at the collegiate level, and become an engineer at N.C. State. Little did he know that an extended conversation with friends headed to football practice just before his summer band practice would lead to his joining the J.H. Rose junior varsity football team – and instill in him a passion that would ultimately lead all the way to the NFL. Family support factored in, too. Crumpler’s father, Carlester Crumpler, Sr., had been a star running back at ECU and had gone on to play professional football.

When it came time to choose a college, East Carolina made perfect sense – ECU provided a top notch education, every home game would be played in front of family and friends, and the shoe in: Carlester Sr. was the recruiting coordinator for football. However, the decision was not that easy, because Crumpler also wanted to be an engineer.

“Due to great recruiting by a former coach (ECU has an Industrial Technology program that is similar to engineering), mixed with a little – actually a lot of – Mama knows best (thanks Mama Crump), I decided to suit up for the Pirates,” Crumpler said. Suit up he did, but never did anyone imagine his career would make it out of the Sports Medicine training room.

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*“It’s very important to think beyond yourself and cultivate relationships with people who don’t always look like you.”*  
-- Carlester T. Crumpler

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“After three shoulder surgeries my first semester on campus, it looked like ECU wasted a football scholarship,” Crumpler said. “I don’t know if I spent more time in the training room or the football field, but I found a way to graduate in four years, serve as team captain, and be named to several All-American teams.”

Crumpler graduated with a degree in finance in 1993 and was drafted in the seventh round of the NFL draft by the Seattle Seahawks, where he played from 1994 to 1998. After five years in Seattle, he played for the Minnesota Vikings for one year until knee problems took him out of the game, as he never fully recovered from surgery.

After he was released from the NFL, Crumpler dabbled in a few entrepreneurial endeavors, but he decided to return home to try and follow in his mother’s footsteps, working for a financial services institution.

“It was important to finish what I started when I left ECU for the NFL,” Crumpler said. “I already had a degree, but I wanted to bring meaningful value to a company, and I knew an MBA would give me the well rounded business education I needed.”

After graduating again, Crumpler joined Bank of America’s new credit analyst underwriting program in 2005. He is now a Vice President and Client Manager on the Southeast Healthcare & Not-For-Profit Institutions Team with the company. In this role, he serves as a lender and strategic advisor to hospitals, social service groups, cultural entities, faith based organizations, and private K-12 as well as higher educational institutions throughout Georgia and Tennessee.



**Carlester T. Crumpler**  
(FINA 1993, MBA 2004)

He also spends time giving back to the community. “I’m very passionate about having a profound impact on my community in my day-to-day work, community service, and speaking engagements,” he said. “I believe success in life has three elements: (1) Success is personal. It’s important to decide who you want to be based on your own personal values. (2) Success is balanced. It’s easy to fool ourselves and believe that it’s okay to be a public success and private failure. (3) Success is shared. No one is self-made. No one!”

Crumpler also says that by his definition, success has nothing to do with money, popularity, or professional or social status. Success is what you want said about you at your funeral.

He says he has learned from the best and encourages current students to be intentional about making personal connections. “It’s very important to think beyond yourself and cultivate relationships with people who don’t always look like you,” he said. “You’ll be amazed not only by how much you have in common – you will also be amazed at how much you can learn.”

Crumpler lives in Atlanta with his wife, Yarid, and is the older brother of current New England Patriots tight end Alge Crumpler and musician Bryan Crumpler, a professional clarinetist. Visit his web site at [www.carlestercrumpler.com](http://www.carlestercrumpler.com).



## Alumni Highlight: Michael Pratt (ACCT 1973)

It's safe to say that Michael Pratt has had an interesting and eclectic career.

After graduating from ECU's accounting program in 1973, he earned his CPA and began his career with a Big 4 public accounting firm. After seven years, he joined Mobil Oil Corporation, a multinational energy company, and he spent the next 16 years living and working abroad – holding senior finance roles in Africa, Turkey, and New Zealand.

While living abroad, Pratt gained a wealth of experience both on-the-job and off. He earned his private pilot's license while living in Kenya, contracted dengue fever in Tanzania, climbed Mt. Kilimanjaro, watched his son's birth in Turkey, and survived a dicey encounter with the National Resistance Army in Uganda.

"I encourage students to figure out a way to work outside of the U.S.," Pratt said. "The world's a big place, and you'd be surprised how different business can be in other countries. You can't underestimate the value such experience brings to your 'life resume.'"

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*"Business is unpredictable. That's what makes it fun, and that's what makes it hard. Only those of us who can figure out the best application of knowledge will be the most successful." -- Michael Pratt*

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In 1996, Pratt returned to Mobil's headquarters in Fairfax, Va., but he quickly realized he wasn't going to enjoy a head office role. Fortunately, his field experience at Mobil enabled him to take a different turn, and he joined the "roller coaster world" of start-up venture capital financed technology companies.

Among other positions, Pratt has served as CEO of a biotech company and had two products approved by the FDA. He was also the CFO of a software company that facilitated FDA reporting requirements for large pharmaceuticals. Currently, Pratt lives in Northern Virginia, where he serves as Chief Financial Officer of Trust Digital, Inc., a company that develops software to manage and secure the new class of smartphones, such as the iPhone and Android. The company was just acquired by McAfee, the \$2 billion enterprise/consumer security company.

Pratt says his time at ECU helped lay a lot of groundwork that has made a difference throughout his varied career.

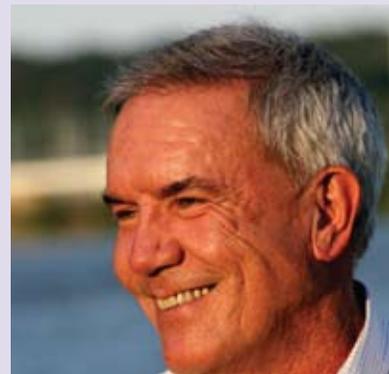
"No doubt I came out of ECU with a great understanding of accounting," he said. "I passed the CPA exam and was immediately hired into what was, at the time, the most prestigious public accounting firm in the world. That initial experience carried me farther in my business life than I could ever have dreamed."

Pratt adds, however, that the classroom can't replicate the myriad of variables one faces every day in an average business environment – variables that directly impact how you apply the knowledge you gained in the classroom.

"Business is unpredictable," Pratt explained. "That's what makes it fun, and that's what makes it hard. Only those of us who can figure out the best application of knowledge will be the most successful. My secret? Find someone successful, learn from them, and do what they do."

In his free time, Pratt enjoys traveling, cooking, and spending time with his family. He has seven children total. Three children are from his first marriage – Lori, Courtney, and Mike – who are in their 30s. The other four children are from his second marriage – Tim (age 21), Harrison (age 17), and 15-year-old twins, Nathan and Emily.

Pratt also holds a post-graduate degree in Business Administration from Massey University in New Zealand, as well as a Master of Science in Marketing from The Johns Hopkins University.



Michael Pratt (ACCT 1973)

# Alumni notes

## Alumni Highlight: Meredith Dixon (MKTG 2004)

If you saw the recent Sports Illustrated Swimsuit Edition that hit the stands in February, then you probably saw Meredith Dixon – or her family’s jewelry, at least.

Dixon serves as co-owner of StarCraft Diamonds, a Washington, N.C.-based family business that manufactures, markets, and distributes finished jewelry to retailers. About two years ago, Dixon’s company landed a license agreement with Guy Harvey, the famous marine wildlife artist. As part of the agreement, Nautora (a subsidiary company of StarCraft) is the sole licensee for Guy Harvey jewelry – which was recently featured on swimsuit models in Sports Illustrated, including cover model Brooklyn Decker.

“My company was given a tremendous opportunity to be featured in the Sports Illustrated Swimsuit Edition. Our jewelry was pictured in seven spreads throughout the magazine,” Dixon said. “The exposure has been huge for us, and we seem to keep growing from all of the positive attention.”

Dixon says there are currently about 35 retailers selling her company’s Guy Harvey Jewelry, including Bailey’s Fine Jewelry and Overton’s. This is especially exciting, she says, given the company’s evolution through the years.

Dixon’s grandfather, Jimmy Fortescue, first opened a retail jewelry store called Washington Jewelers in the early 1960s. Several decades later, her father, who grew up in the business, decided to branch off and start manufacturing jewelry for small “mom and pop” chains. He established StarCraft in 1981.

Dixon says – like her father – she grew up in the family business and started working full-time there while she was a student at ECU. “I’ve been with StarCraft full-time for about 10 years,” she explained. “My husband Stanley joined our company about six years ago. We’re truly a family-run business, consisting of my grandfather, father, mother, sister, husband, and me. Even our two pre-school aged sons, Nolan and Avery, enjoy spending time with us at work.”

Like any family business, Dixon says her company has its share of challenges – but they all do a good job of pinpointing everyone’s talents and making the most of them.

“We’re all in roles that suit us best, so everyone is maximizing their abilities,” Dixon explained. “We don’t step on each other’s toes or try to tell each other how to do our jobs – instead we work as a team. The biggest plus is there is absolute trust among us. We know that we have everyone’s best interests at heart, and there are no ulterior motives. That’s very comforting, and not every business can say that.”



Meredith Dixon (MKTG 2004)

Dixon says her business education at ECU has helped her tremendously. “I have been able to apply so much of what I learned to real world situations at work,” she said. “I had the advantage of being in the workforce while I was going to school – so while I was learning, I was constantly thinking, ‘How can this apply to StarCraft?’ Also, the contacts I made at school have been invaluable.”

College of Business contacts continue to help Dixon today. This past spring, business students in three separate marketing courses worked on semester-long projects involving her company’s Guy Harvey Jewelry line.

In Dr. Tracy Tuten’s Advertising & Promotion class, student teams developed a proposal for an advertising and integrated marketing communications campaign for three possible target audiences. A student team in Dr. Christy Ashley’s Consumer Behavior course focused on the company’s web site, using Google’s Online Marketing Challenge program to determine how to best increase awareness and ultimately boost e-commerce sales. An MBA team from Dr. Margy Conchar’s online Advertising Strategy class also worked with Dixon. Through distance education, those students developed an integrated marketing communications strategy for Guy Harvey Jewelry that focused on market analysis and positioning, creative strategy, media and promotions strategies, and considerations for identifying a suitable advertising agency for the brand.

“We really enjoyed working with the College of Business classes, and we gained a lot of valuable insight from the students,” Dixon said. “Many of the suggestions offered by the student teams have already been implemented throughout our company. I believe they will lead to further success, and we’re so grateful for ECU’s support.”

*To learn more about Dixon’s company, visit [www.starcraftdiamonds.com](http://www.starcraftdiamonds.com).*

*To learn more about Guy Harvey Jewelry visit [www.guyharveyjewelry.com](http://www.guyharveyjewelry.com).*



## Alumni Highlight: Martin Palmeri (MD/MBA 2004)

When initially planning his career, Martin Palmeri says he rarely thought one or two steps ahead. Rather, he envisioned where he wanted to be in 10 years and worked backwards.

Originally from Asheville, N.C., Palmeri's ultimate dream was to become a doctor as well as a leader, so he knew he needed a strong medical education focused on primary care complemented by a business background. The combined five-year MD/MBA program at East Carolina University offered the exact education package he needed – and it was only one of a handful of combined programs in the country at the time.

Palmeri was accepted to The Brody School of Medicine at ECU in 1999, and he tackled the MBA coursework between his second and third years of medical school, as is usually done by students in the combined program. He said he was impressed by the MD/MBA program and how it broadened his perspective and leadership skills.

“I did my undergraduate work at Duke and have taken courses at UNC-Chapel Hill and UNC-Asheville. Although I had wonderful experiences at all these institutions, I must say that the faculty, individual support, and mentoring that I had at ECU exceeded my prior educational experiences,” he said.

After graduating from ECU in 2004 with his MD and MBA, Palmeri moved to New Hampshire where he completed a three-year Internal Medicine residency at Dartmouth-Hitchcock Medical Center. Today, Palmeri is a second-year Hematology /Oncology Fellow at Dartmouth, and he is slated to complete his fellowship training in 2011. After living in New England for the last several years, he hopes that he and his family – including wife, Laura, and two young sons Frank and Charlie – will soon be able to move closer to his home state of North Carolina, where he can practice as an Oncologist.

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*I believe that leadership is a fundamental part of doctors' professional work, regardless of specialty and setting.” -- Martin Palmeri*

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In addition to medicine, leadership continues to play an important role in Palmeri's life. In 2007, he developed a health policy and economics course that he personally teaches to first- and second-year students at Dartmouth Medical School. He has been awarded several teaching and role model awards, and in 2006 he won the AMA Foundation

Leadership/Excellence in Medicine Award. He is frequently asked to speak at residency retreats on health policy, economic issues, and combined MD/MBA degrees. Palmeri also established a scholarship several years ago at ECU, targeting medical students who participate in leadership events.

“I believe that leadership is a fundamental part of doctors' professional work, regardless of specialty and setting,” Palmeri said. “Doctors sometimes get too focused on working as individuals, without seeing the big picture. It's important to develop the leadership skills necessary to be a strong voice for medicine.”

Palmeri says his two favorite quotes are “Nothing great was ever achieved without enthusiasm” by Ralph Waldo Emerson and “Those who are crazy enough to think they can change the world are the ones that do” by A. de Tocqueville.

“I am not recommending that you become enthusiastically crazy, but rather, be passionate about your career, and think outside the box,” he said. “There are opportunities around every corner, but you have to take them. Apply for every opportunity, and stick your neck out often – you never know what doors will open up.”

Palmeri says working with cancer patients has been a rewarding experience, and it has helped him keep things in perspective.

“As I work in oncology, I have many terminal patients from across the socioeconomic spectrum,” he explained. “The happiest and most successful people were not the ones who made the most money, but were the ones with the strongest family relationships and an honest work ethic. Never cut corners when it comes to family. Never compromise your principles.”



**Martin Palmeri (MD/MBA 2004)  
with son Frank**

# Student notes

## SAM Wins Big at National Conference

ECU's chapter of the Society for Advancement of Management (SAM) earned numerous honors at the annual conference held in Arlington, Va.

For the second year in a row, ECU won the first place Chapter Performance Award, Large Chapter Division. The competitive award is the highest national honor given by SAM to its individual chapters, and it is based on an overall evaluation of the Chapter's programming—including professional development, community service, membership growth, and fundraising.

Three ECU students were also honored individually at the annual conference. Outstanding Regional Student Awards were given to Stephen Charron, chapter president; Neltonia Atkinson, chapter secretary; and Vishal Shah, vice president of community service. Charron also earned SAM's National Outstanding Student Award.

In addition, Dr. Andrew Herdman (MGMT) won the Outstanding Chapter Advisor Award. "SAM had another great year, and we couldn't be more excited," Herdman said. "Our membership continues to grow, and we have also expanded our charity work with Ronald McDonald House of Eastern North Carolina – raising more money and preparing meals for more families."

Herdman said the group also hosted a full schedule of speakers on campus throughout the year, including investors, executives, and entrepreneurs.

The ECU chapter of SAM is a student organization open to all majors. It currently has 30 student members and two faculty advisors, Dr. Joshua Aaron (MGMT) and Dr. Andrew Herdman (MGMT). The organization provides members with opportunities to network with peers and professionals, thrive in team environments, and build professional development.

At the national level, SAM was founded in 1912 by the colleagues and supporters of Frederick Taylor, known as the "Father of Scientific Management." The ECU chapter has been active since 1959.



SAM members celebrate after winning the first place Chapter Performance Award.

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## MBA Student Wins Best Paper Award



Molly Maxson

East Carolina University student Molly Maxson earned top honors for her paper and presentation at the 40th Annual Meeting of the Southeast Decision Sciences Institute. The conference was held Feb. 17-19 in Wilmington, N.C.

Maxson, a recent MBA graduate, took first place for her paper titled "Organizational Rumors: A Functional Mathematical Model." The paper, which she also presented at the conference, discusses organizational rumors and how they spread inside and outside companies. She also developed a mathematical model to express factors that influence rumors, so that corporate managers can determine where to focus their efforts and minimize negative financial impact.

To prepare her paper for presentation, Maxson received guidance from the Business Communication Center, housed in the College of Business Center for Student Success. Through coaching sessions with director Richard O'Dor,

Maxson honed her presentation skills in the weeks leading up to the Southeast Decision Sciences Institute conference.

Dr. Frederick Niswander, dean of the College of Business, said, "We're proud to have one of our best and brightest honored with such a prestigious award. Through our Center for Student Success, we strive to help students sharpen their 'soft skills' – including effective communicating. Molly is a great example of what students can achieve through hard work and practice."

Originally from Beatrice, Neb., Maxson graduated in May with an MBA as well as a certificate in Supply Chain Management. In 2009, she was selected by U.S. Sen. Richard Burr to complete a six-month fellowship focused on economic development through his Wilmington office. Maxson also holds a B.S. in Chemistry from Nebraska Wesleyan University and a B.S. in Chemical Engineering from Washington University in St. Louis. Throughout her studies at ECU, Maxson has maintained a 3.95 GPA. She is a member of Golden Key International, the national leadership honor society Omicron Delta Kappa, and Sigma Iota Epsilon, the national honorary and professional management fraternity. She was also recently invited to join Beta Gamma Sigma, the highest recognition a business student can receive.

The Southeast Decision Sciences Institute is the southern member of The Decision Sciences Institute, a multidisciplinary international association dedicated to advancing knowledge and improving instruction in all business and related disciplines.



## Small Business Institute Recognized Nationally for Excellence

The Small Business Institute® (SBI) at ECU, an outreach program led by Dr. Michael Harris, recently won the prestigious Showcase Award for 2010 – while a student team under Harris’ guidance also took third place in the SBI’s National Case Competition. Both awards were announced at the 2010 National Small Business Institute® Conference, held in Albuquerque, N.M., from Feb. 18-20.

“It is a true honor to receive national recognition for our SBI’s hard work at ECU,” Harris said. “The SBI continues to serve as an important community outreach program in the College of Business, and I’m proud to work with students in helping so many deserving companies in the area.”

The annual Showcase Award – the first for ECU – recognizes an SBI program and its director for innovative development and/or because the SBI’s efforts contributed to a true small business client success story. The award also honors an SBI program’s overall excellence. Only one Showcase Award is given per year.

In addition to the Showcase Award, an ECU student team won third place in the SBI’s National Case Competition, undergraduate specialized division, for consulting work with Dulcinea, a women’s specialty store located in downtown Greenville. The student team included Melissa Faircloth, Ashley Griffin, Matt Klucznik, and Marcus Tooker. ECU competed against other teams from across the country as part of the case competition.

Students at ECU participate in the National Case Competition each year through Harris’ Small Business Management class (MGMT 4262), which is linked on a national level with the SBI. Harris, who has taught MGMT 4262 for nine years, teams his senior-level undergraduate students with regional companies in need of assistance as part of a course project. While firms benefit from free business consulting, students have the opportunity to apply lessons they’ve learned in subjects ranging from marketing to accounting. In the end, the student teams deliver a comprehensive consulting document to their respective clients, along with an oral presentation.

The College of Business has enjoyed a long tradition of winning top honors in the National Case Competition. In 2009, two ECU teams won first place – one award for the undergraduate specialized division and another for the undergraduate feasibility/business plan division. ECU also won first and second place in 2006 and 2005, respectively, in the undergraduate comprehensive division. In 2008, East Carolina received fourth place in the undergraduate comprehensive division.

ECU’s SBI Program has assisted more than 500 clients since its inception in 1974. For more information about the SBI, please contact Dr. Harris at (252) 737-1057 or harrismi@ecu.edu.



**Dr. Michael Harris (left) receives an award from SBI Board Member Dr. Leo Simpson at the 2010 National Small Business Institute® Conference.**

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## Student Finance Organization Visits NYC

In early April, eighteen students in ECU’s Financial Management Association visited money managers in New York City to discuss portfolio management as well as the impact of the financial crisis. They were led by faculty advisors Dr. Charmaine Glegg and Dr. Brett Cotten.

As part of the annual visit, students toured Bloomberg, Max Capital, The New York Federal Reserve Bank, Rudd Realty, and The New York Stock Exchange.

“The Financial Management Association organizes special field trips every fall and spring,” faculty advisors Charmaine Glegg and Brett Cotten explained. “The spring trips always go to New York City to visit the money managers and other financial institutions. The fall trips usually stay closer to home, like Charlotte and Washington, D.C. No matter where we go, the experience is a great way for students to learn about the world of finance first-hand.”

The Financial Management Association is a student organization open to all majors. Its mission is to broaden the common interests between academicians and practitioners, provide opportunities for professional interaction between academicians, practitioners, and students, promote the development and understanding of basic and applied research and of sound financial practices, and to enhance the quality of education in finance.



**Members of ECU’s Financial Management Association visit New York City during an April field trip.**

# Student notes

## College of Business Athletes Recognized

Student-athletes in the College of Business were recognized in April at the university's annual Athletic Department Academic Excellence dinner. Pictured (left to right) are:

- Daniel Warzon (baseball) – senior MGMT major – 3.73 GPA
- Jared Avchen (baseball) – senior MKTG major – 4.0 GPA
- Cal Christian – Associate Professor, Department of Accounting
- Katie Koop (volleyball) – senior ACCT major 3.96 GPA
- Paul Schwager – Interim Assistant Dean - Assessment, Accreditation & Curriculum
- Henrik Skalmerud (tennis) – junior MIS and FINA major – 3.55 GPA
- Stephen Whitwell (tennis) – senior FINA – 3.67 GPA
- Brian Oakley (tennis) – senior FINA 3.67 GPA
- Jane Lang – Teaching Instructor, Department of Marketing & Supply Chain Management
- Joshua Aaron – Assistant Professor, Department of Management
- T.D. Gribble – Teaching Instructor, Department of Management
- Jonathan Bailey (swimming) – sophomore Business Administration – 3.53 GPA
- Greyson Sargent (basketball) – senior MKTG – 3.55 GPA
- Andrew Christian (swimming) – junior ACCT – 3.61 GPA
- Anne Fisher – Director, College of Business Professional Programs
- Andrew Stoker (swimming) – junior ACCT – 4.00 GPA
- Jacob Davis (baseball) – sophomore FINA – 3.86 GPA



Outstanding College of Business student-athletes were recognized in April.

Not pictured:

- Kimberly Cummings (soccer) – sophomore Business Administration – 3.80 GPA
- Carter Gagnon (football) – sophomore Business Administration – 3.52 GPA
- Kylie Gilmore (volleyball) – junior MGMT – 3.69 GPA
- Ashleigh Lee (track and field) – junior MGMT & Hispanic Studies – 3.55 GPA
- Matthew Sterling (golf) – senior FINA – 3.94 GPA
- Warren Straub (golf) – junior FINA – 3.71 GPA
- David Watkins (golf) – sophomore Business Administration – 3.60 GPA
- Leigh Yarborough (dance team) – senior MKTG – 3.50 GPA

## Astin Chosen Most Promising Woman Entrepreneur of 2010



(Left to right) Laura Maser, BPWN member; Kristina Parker, third place winner; Amanda Gouldie, second place winner; Laurel Astin, first place winner; and Ann Tess, BPWN President.

Recent ECU graduate Laurel Astin (MGMT '10) of Farmville has been named the Most Promising Woman Entrepreneur of 2010 by the Greenville Business and Professional Women's Network (BPWN).

Astin, who received the award in April as a senior, maintained a 4.0 GPA at ECU and was named to the Chancellor's List. She aspires to obtain her MBA within the next two years, and her ultimate career goal is to manage a revitalization program for historical homes in her community.

The BPWN honored Astin with a cash award and plaque. The runners-up, Amanda Gouldie (MGMT '10) and Kristina Parker (MGMT '10), each received a cash award as well. A separate plaque with the winner's name and all previous recipients will be displayed in the Bate Building at ECU.

Each year, the BPWN collaborates with the College of Business to honor the Most Promising Woman Entrepreneur. Dr. Michael Harris, Director of the Small Business Institute® at ECU and Assistant Professor in the Department of Management, nominates three candidates who are then interviewed by the BPWN awards committee. The committee selects a winner based upon academic performance, community interaction, and future plans.

The BPWN was established on January 1, 2006, after a merger between the Women Business Owners and Women's Network. The mission of the BPWN is to promote and enhance the professional standing of women in Pitt County, N.C. Membership is open to all women looking for a professional networking organization. Information is available online at [www.bpwn-greenvillenc.org](http://www.bpwn-greenvillenc.org).



## Marketing Students Attend Conference, Meet Ben & Jerry's Co-founder

Students and faculty in the Department of Marketing & Supply Chain Management recently participated in a mid-March Sustainability Conference held at Longwood University. While at the event in Farmville, Va., students met keynote speaker Jerry Greenfield, co-founder of Ben & Jerry's ice cream company.

Associate Professor Tracy Tuten, a faculty member who accompanied students to the event along with Assistant Professor Jason Oliver, said that Jerry Greenfield mainly discussed how his company became a leader in social responsibility.

"Jerry's story was inspirational," Tuten said. "But one line from his talk stood out: 'If you just did things that were practical, you wouldn't do anything.' It was an amazing story that involved going head-to-head with the Pillsbury dough boy. Our students got so much out of the experience."

Other speakers at the sustainability conference included Bill Bass of Fair Indigo clothing, who spoke on the fair trade movement; Matt Wald of the New York Times; and Chad Edwards, who discussed the triple bottom line associated with sustainability efforts. The group also saw a concert performance by Plastic Musik, a band that uses only plastic instruments.

"All of us left feeling inspired to do our part for the environment and eager to share this knowledge with the ECU community," Tuten said.



(Left to right) Whit Winslow, Nick Alis, Dr. Jason Oliver, Jerry Greenfield, Dr. Tracy Tuten, Jennifer Joyner, and Daniela Berrone meet during an ice cream social.

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## Students Inducted into Beta Alpha Psi

More than 30 students were inducted into Beta Alpha Psi on April 9 during a ceremony held at the Greenville Hilton. Approximately 90 people attended the event, including 32 students, their guests, faculty members, and others.

Beta Alpha Psi is the national honor society for accounting majors. Induction into Beta Alpha Psi requires that a student achieve a 3.0 overall GPA and a 3.0 GPA in upper-level accounting courses. In addition, the semester-long pledge process involves attending professional meetings where speakers address topics of interest to accounting majors, volunteering at the Pirate Tutoring Center on campus, and volunteering at a philanthropic event. Faculty advisors include Dr. Joey Hagan, Dr. Douglas Schneider, and Professor Rose Bailey.



Thirty two students were inducted into Beta Alpha Psi on April 9.  
Photo courtesy of Dr. Joey Hagan.

# Student *notes*

## Students Inducted into Beta Gamma Sigma

The College of Business recently inducted 54 new members into the Gamma Chapter of Beta Gamma Sigma, the honor society serving business programs accredited by AACSB International - The Association to Advance Collegiate Schools of Business.

An induction banquet was held April 28 at the Rock Springs Center in Greenville, where chapter honoree Rob Jones (MKTG 1978) delivered the keynote address. Jones serves as President and Chief Executive Officer of the little bank, a full service banking institution with branches across eastern North Carolina. Before joining the little bank in April 2002, Jones spent 20 years with Bank of America in various capacities, including Commercial Loan Officer, City Executive, Region Executive, and Community Markets Executive for North and South Carolina.

Two times per year, the College of Business inducts eligible students and faculty into Beta Gamma Sigma. Membership is by invitation only, and is based upon eligibility criteria including academic performance. Beta Gamma Sigma membership is the highest recognition a business student can achieve.

Assistant Professor Dr. Joy Karriker (MGMT) currently serves as faculty advisor.



Chapter honoree Rob Jones (MKTG 1978) stands with faculty advisor Dr. Joy Karriker.

## BETA GAMMA SIGMA INDUCTEES — SPRING 2010

Juniors	Seniors	Masters
Ileah Jalese Alston	Jared Ian Avchen	Bryan Ward Batchelor
Joshua Sobel Anderson	Janet Lee Bohler	Michelle Nicole Beracha
Charles Joshua Bradley	Melissa Kaufman Cheston	Matthew Brett Howell
Michelle Elizabeth Burris	Alexandria Noel Conner	Marlon Ricardo Jules
Toni Michelle Canady	Daniel Alan Crouse	Anne Yancey Mann
Zachary Joseph Carideo	Kornkamol Diskul	Molly D. Sander Maxson
Brooke Alexa Chamberlain	Catherine Leigh Edwards	Zamaita E. Melendez
Charles Deutermann Hohns	Sina Forghani	Catherine Ilene Montgomery
Kyle Robert Irwin	Diane Marie Gridley	Jaimie Lee Niemond
Kaitlin Alice Lloyd	Charles C.B. Gullette	Jyoti Bipin Patel
Jessica Mohr Luvender	Brittnay Lea McKinney	
Jeffrey Mark McGowan	Jeremy David McManes	
Ronald Lee McMillan, Jr.	Karah Spencer Morgan	
Rachel Leigh Nystrom	Carroll A. Mullen	
Jessica Louise Pearson	Sharda Rehanna Persaud	
Alexandra Rosemary Ryan	Stephanie Ward Rose	
Brooke Amber Sinclair	Phillip Lance Shelton	
Andrew William Stoker	Christopher Michael Smith	
Nicholas Inserra Strong	Christopher Carroll Snowden	
Natalie Allen Tetterton		
Michelle Elizabeth Burris		
Lindsey Nicole Thompson		
Kimberly Brooke Wheeler		
Rodney Alan Williford		
Amy Deana Rogers		
Francis Joseph Yeager		



## You Make A Difference

Every day, alumni and friends like you help make our College of Business a better place through your support. The impact of your generosity ripples out from East Carolina and is felt throughout the state and beyond when our graduates put their knowledge and leadership into action.

Thanks to the Commerce Club – our alumni giving society in the College of Business – your gifts provide unrestricted support each year for critical needs in the College of Business not funded by state monies – including student scholarships, faculty development, student activities, and other important programs.

Below are just a few of the many heartfelt remarks from students who received scholarships this year, thanks to supporters like you:

“I would like to *thank you* for providing the Commerce Club Book Scholarship that I was awarded...I am the first person in my family to attend college, and after May 2011, I will be the first college graduate in my family. This scholarship will help me out immensely because I will not be able to work this summer due to my ROTC obligations...Thank you again!”

“*Thank you* for sponsoring the Commerce Club Book Scholarship. The scholarship is so very important to me. During the Fall semester, I am going to take the CPA exam, which is very expensive, to finally achieve my academic goal of obtaining my Master of Science in Accounting. The financial burden right now for me is much heavier than any time before.”

“*Thank you* for your generous donation, which will aid me greatly in completing my undergraduate degree here at East Carolina University. This scholarship is truly a blessing in that it will allow me to continue on my academic path and eventually reach my goals.”

“*Thank you* for your generosity in funding the scholarship I was awarded. Receiving this scholarship motivates me to maintain my GPA and complete my degree. I look forward to being able to give back to the community once I begin my career teaching. I thank you for your confidence and willingness to help me achieve my goals.”

Your support truly makes a difference in providing the best educational environment for our students. As a new academic year dawns, now is the perfect time to join the Commerce Club – or renew your membership if you already support our giving society. Simply complete the form online at [www.ecu.edu/cs-bus/commerceclub.cfm](http://www.ecu.edu/cs-bus/commerceclub.cfm), and your membership is activated. Membership dues to the Commerce Club are \$50 annually, although some choose to donate more.

Whatever you give, we thank you for your generosity.

Colin O'Connor  
Senior Major Gifts Officer & Director of Academic Leadership Programs Philanthropy  
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College of Business Advancement Team members Colin O'Connor, Senior Major Gifts Officer (left), and Jim Westmoreland, Associate Dean for External Affairs.

## Keep the College of Business Updated!

Dear Friends,

Thanks so much to all of you who continue to ask how you can be of service to the College of Business. There are many ways to get involved and help out. Please read below for some ideas:

- **Keep us updated on your job, address, and other news**

Updating your information is simple – for an easy-to-use form, just go to [www.ecu.edu/cs-bus/memberupdate.cfm](http://www.ecu.edu/cs-bus/memberupdate.cfm)

- **Connect with a current student**

When you were a student, would you have appreciated a personal phone call from an alum – calling to see how you're doing? Contact me, and I'll get you connected with someone who needs your help. Both students and alumni have expressed how good this outreach continues to be!

- **Participate in a class discussion – either in person or virtually**

Thanks to teleconferencing technology, you can link up to the College of Business from just about anywhere in the world. When 20 students studied abroad in Australia one summer, for example, they linked back to the U.S. and participated in classroom discussions virtually with a business leader. If you can't physically visit ECU's campus, consider a virtual visit!

- **Email me at [westmorelandj@ecu.edu](mailto:westmorelandj@ecu.edu)**

Get in touch with me, and I'll be happy to connect you with other graduates in your area – or discuss other ways you can get involved.

Again, we thank those of you who have already helped our students. Commerce Club members in New York City, Charlotte, Washington, D.C., and Raleigh are just some examples of alumni who have met with students thinking about working and living in your region. Your insight helps students more than you can imagine! We appreciate everyone's involvement and continued interest in the College of Business. As alumni and friends, you provide critical support.

*Thank you for all that you do.*

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## College of Business - Commerce Club

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## Outstanding Seniors Named for 2009-2010

Five outstanding seniors from each department in the College of Business were honored for their academic achievement during the annual Graduate Recognition Ceremony in May.

From the Accounting department, Katelin (Katie) Koop was selected. Koop plans to attend Texas A&M in the fall to pursue a Master of Science in Accounting degree with a specialization in Auditing and Financial Reporting. Her goal is to work for a "Big Four" accounting firm in Texas.

The Finance department honored Ann Marie Toebes, who earned a concentration in Financial Services. Toebes will begin medical school at UNC-Chapel Hill's School of Medicine this fall and plans to pursue a career in pediatric oncology.

Laurel A. Astin was recognized by the Management department. Astin graduated with a concentration in Entrepreneurship and Small Business Management. She plans to pursue her MBA and eventually launch and manage her own home restoration business.

The Department of Management Information Systems selected Michelle Medlin, who earned a concentration in MIS as well as a certificate in Global Understanding. Medlin will begin the MBA program at ECU during summer session and will spend a year in Australia studying Australian culture.

Sharda Persaud was honored by the department of Marketing & Supply Chain Management. Persaud graduated with a concentration in Marketing and will begin the MBA program at ECU in the fall. She ultimately plans to pursue a marketing career in Canada.



**(Left to right) Outstanding seniors Michelle Medlin, Katie Koop, Laurel Astin, Ann Marie Toebes, and Sharda Persaud. Photo courtesy of Kim Watkins.**

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### About Stocknotes

Stocknotes is published by the Commerce Club, ECU's College of Business alumni organization. It is designed to connect, engage, and inform alumni, partners, and other friends of the College of Business.

You can also read Stocknotes online at <http://www.ecu.edu/cs-bus/stocknotes.cfm>, where both past and current issues are available.

We welcome your letters and comments.

Please e-mail [cclub@ecu.edu](mailto:cclub@ecu.edu) or contact us at 252-328-6377.

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